

## Course Description

**The Bachelor Degree**

**In**

**Tourism Management**

**Faculty of Business**

**2016/2017**

**Course Description**

**\* Faculty Requirements:**

**A-Compulsory Requirements:**

**Prerequisite: (0302231) Computer Skills: 3 CH) 0106232**

Get to know the basics of programming language Visual Basic (Visual Basic) and problem solving and structural programs and schemes control the flow of language and programming events elements (Event-Driven) and the types of data input and output sub-programs and associations and control the flow of orders and arrays and records and dealing with the files submitted to Microsoft Access (Microsoft Access) .

**Prerequisite: (0302231) Scientific Research: 3 CH) 0106232**

This course includes a depth knowledge in scientific research, how to collect the information, steps in doing scientific research, diagnosing the problem, methods and tools to be used, and the correct methods of footnoting and references.

**Prerequisite: none (0301101) Accounting Principles (1) : 3 CH**

This course consists of studying accounting as important information system in economic entities, with especial emphasis on accounting cycle in both service and merchandising companies. The course covers the nature of accounting, its relation to other sciences. Accounting information & its important to the modern economy. Financial statements, their types, objectives, & contents. The accounting equation & the effect of the financial operations on it. The accounting cycle for the project main functional operations, recording, posting, preparing trial balance & financial statements in the merchandising, & servicing firms. It introduces adjustments for expenses & revenues and merchandising operations under both periodic and perpetual inventory systems.

**Prerequisite: none Principles of Management (1) : 3 CH) 1003021 (**

This course deals with managerial knowledge. It covers the basis of management theory and practice, main contributions to management thought, and the patterns of management analysis. It focuses on the managerial functions of planning, organizing, leading and controlling.

**Prerequisite: none (0304101)Principles of Marketing 3 CH**

This course covers the following topics: the marketing concepts, marketing environment, marketing research and marketing information system, target markets, market segmentation, consumer buying behavior, industrial markets and buying behavior. It also focuses on the elements of the marketing mix: product, price, distribution and promotion.

**B- Elective Requirements:**

**(0302131) Mathematics for Managerial and Financial Sciences: (3 CH)**

This course aims to introduce the student to very vital mathematical issues. It deals with real numbers, rations (Fractions), exponents, algebraic methods, factors, linear equations, quadratic equation, set theory, function and its derivatives, the matrices, the integration and its various methods.

**: (0301102) Prerequisite Corporate Governance: (3 CH ) (0301151)**

The course deals with a hot issue which is of very high importance to share holding companies. The course content covers the main topics related to (CG) such as : The concept of corporate Governance and its roots in other sciences such as, Accounting, Management, Economics, Law ets. It also gives more focus on (CG) advantages and how it helps the corporation to maintain its main objectives in both profitability and continuity, this by creating a balance between the interests of the corporation board on one side and shareholders and stakeholder on the other.

**Prerequisite: (0302101) (0302212) Pubic Organization Management: ( 3 CH)**

Introduces students to the importance of public organizations in society department. It also examines nature, process, structure and function, of public organizations. It is extensively emphasis the economic, political and institutional relationship between governmental agencies and public organizations. Similarities and differences between public and private organizations have been also explored.

**Prerequisite: (0401210) (0302452) Knowledge Management: (3 CH)**

This course aims to introduce the student to knowledge Management Systems which deals with discovering, acquiring, sharing, and applying knowledge in organizations.

**Prerequisite: (0302101) (0303121)Small Business Management : (3 CH)**

The goal of the course is to help the student to: gain a practical understanding of the fundamental concepts of micro-finance, assess the customer needs and expectations, evaluate the micro-finance products and delivery mechanism, present sources of fund for MFI, and examine the role of micro-finance in sustainable development. Extensive examples from Jordan will be used in this course.

**(0304208) Public Relation :( 3 CH)**

The course aims to explore the emergence and evolution of public relation , Define its Nature and main concepts , then identify the components , and function of public relation .

**(0305342) Eco-Tourism Course: ( 3 CH)**

The course focuses on determining existing and potential ecotourism activities, and identifying a set of key personal, environmental, economies and social factors needed for successful ecotourism operation, including barriers to their success. Also, the aim of this

course is to enable the students to explore the importance of biodiversity conservation and the role of public and private sector in the Eco – tourism development, as well as the future and prospect of Eco Tourism at national and international level. Moreover the terms of practicing Eco tourism.

### **Department Requirements :( 57credit hours)**

#### **A-The Compulsory Requirements**

##### **(0305101) An Introduction to Tourism (3CH)**

This course discusses the concepts of tourism, its elements, its development, and the importance of international tourism, tourism demand and supply. It also explains the international and regional tourism organization, tourism statistics, and tourism facilities and services.

##### **(0305212) Accounting of Tourism Companies: (3 CH) Prerequisite 0301101**

Study Tourism companies, travel agencies, and all areas of tourist activity, and everything related to the accounting work, preparation of operating budgets, and the work of booking in hotels, expense accounts include, and how to set up the accounting and different budgets associated with areas of tourism reports.

##### **(0305222) Tourism Marketing (3 CH)**

This course is designed to explain and analyze the role of marketing and development of the tourism industry and to identify the causes and how to make each section of the property involved in tourism marketing draw him down to integrated marketing strategy for the hospitality sector, tourism and the importance of tourism marketing through the Internet.

##### **(0305223) Reservation and Sales: (3 CH)**

Study Sales in all its dimensions and mechanisms of development including in the areas of the tourism industry, hospitality, and knowledge of the foundations of tourism sales development, and management of sales operations, and the factors affecting the tourist volume of sales, and policies to promote, coordinate, and distribution mechanisms, and objectives, and analyze information and develop sales goals, and the stages of the sales process, The mechanisms and programs, performance evaluation, and management training programs, planning, and founded the rehabilitation of cadres selling skills and selling art.

##### **(0305224) Tourism Sales Management: (3 CH )**

Include the dimensions of marketing and tourism policies, and the nature of the services and tourism, and the economics and the principles and rules of tourism marketing, the study of the development of appropriate marketing plans to suit the potential of tourism companies, pricing policies, and systems to reduce prices, and control booking dense, and how to behave towards seasons, and the foundations of tourism sales development in the seasons of recession tourism, and analysis of the markets, and the development of promotional activities, and methods of effective communication, and presentation services to various community groups.

**(0305231) Travel Agencies Operation (3 CH) Prerequisite 0305101**

This course aims to promote the work of the travel and tourism offices and bases its work and the importance of this topic offices in tourism marketing at the local and global level as well as the public about developments in the travel and tourism offices and the system and the distribution of travel services, as well as the reality of the travel and tourism offices in Jordan.

**(0305241) Geography of Tourism in Jordan (3 CH) Prerequisite 0305101**

Examine the relationship between geography and tourism, the elements of the natural geographic tourism and human and tourism services, analyze the effects of positive tourism and negative, study models of applied studies in tourism and environmental tourism geography, studying the tourist map in Jordan, and a review of the most prominent sites visits the tourist areas in Jordan.

**(0305341) Tourism Guidance (3 CH) Prerequisite 0305101**

The course includes the definition of archaeological sites in Jordan and the most popular tourist tracks, and the concept of the tour guide, and the types of tourist guides, and functions of tour guide, and training of tourist guides and classification of the tour guides, and the role and importance of the tour guide in the development of tourist destinations and marketing, and its relationship to events tourism, the skills of a successful tourist guides personal including artistic, and means of tourist guides and tools, and the ethics of the profession of tourist guides, and the future work of the tour guide and response for future development in the global tourism industry.

**(0305345) Computer Applications in Tourism (3 CH) Prerequisite 0106111**

The course deals with information systems in various tourism and hotel areas and how to use them, and the definition of the most important trends in information systems in various areas of tourism and hotel work, and the statement of the most important information systems used in tourism and hotel area, especially the use of geographic information systems in the planning and marketing of tourism, in addition to training and to identify the most important software used in e-booking, the study of how to read and

understand the different data systems and hotel information systems in the development of plans and policies of management and pricing and cope with emergency tourist crises.

**(0305352) Tourism and Hotels terminology in English (3 CH) Prerequisite 0106171**

The course aims to introduce students to terminology and vocabulary and idioms traded in tourist activities and events, such as those relating to inquire about the rooms and hotel services, activities and tours and prices and services contained. And it is dealt with texts related to tourism and hotels to get to know the nuances of these terms and their uses.

**(0305391) Field Training (6 CH) Prerequisite 0305231**

This course is put in after the summer semester students study at least 90 credit hours, no student may register any course as well as field training. This course includes practical field training under the supervision of an academic collaboration with events and institutions, public and private tourist associations ,training required to work in tourist hotels and travel and tourism companies, villages and tourist resorts skills, and institutions of Tourism.

**(0305421) Hospitality and Customer Service (3 CH)**

The course aims the importance of hospitality from a customer perspective and the need to create a sense of relief and a welcome visitor, especially those who are in direct contact with tourists in the tourism industry, tourism offices, travel, hotels, restaurants and others. The course focuses on the personal and professional skills that must be provided to the workers, in addition the body language as an essential part of personal work, on the grounds that the art of dealing hospitality is the foundation in the marketing of tourism services process.

**(0305422) International Cultures (3 CH)**

This course aims the importance of the contrast between the cultures of the world and the importance of respect for this disparity and diversity in cultures, in addition to the identification of the psychology of dealing with the different nationalities of the tourists and focus on understanding the factor psychological tourists in guiding the process, and identify the most important customs and traditions. And the characteristics of tourists by nationality and clarify the concept of the customs and traditions of civilized cultural perspective, and promote the concept of coexistence and dialogue.

**(0305423) Management of Small Enterprises in Tourism (3CH)**

This course aims to study Small tourism projects play a key role in the development process. The course deals with the concept and the development of small and medium industries in the tourism, advantages and characteristics, development and areas of

development, the role of public and private sector planning and development, finance, marketing, and management of small and medium enterprises in the tourism, to some successful small businesses successful experiences in Jordan and the region and the world.

**(0305427) Human Resources Management in Tourism (3 CH)**

This course aims to discuss the human resources management in tourism enterprises through the test of implementation of strategies, plans and programs necessary to attract, motivate, develop and reward and maintain the labor required for the approval of the needs and expectations of users. The course includes the analysis of the values of the workplace, the stock of human resources to identify, analyze manpower needs, job analysis, guidance and enhance social relations, performance evaluation, recruitment, training and development, compensation, and methods of stimulation.

**(0305491) Graduation Project (3 CH)**

This course is divided into two areas: First, field training (not necessarily have to be a programmer) who are expected to graduate and be in one of the concerned tourism Jordanian institutions, such as travel and tourism, hotels and resorts, tourist villages and tourist transportation specialist, airlines and tourist offices cars and other concerned institutions, leasing companies . The second, is to accomplish, and to provide, display project on the activities carried out by the student during the field training period under the supervision of an academic.

**B- Elective Requirement: (15 credits hours)**

**(0305251) French language in Tourism (1) (3 CH)**

This course aims to interest in developing the initial skills course for students in reading, writing and conversation in French with emphasis on the tourist terminology.

Optional specialization requirements.

**(0305252) French language in Tourism (2) (3 CH) Prerequisite 0106173**

This course aims to continuous of the first course and to develop students 'skills in reading, writing and conversation ,skills in the tourism and encourage them to use it.

**(0301102) Accounting Principles (2): (3 CH) Prerequisite: (0301101)**

This course aims to the accounting treatment of cash and accounts receivable, fixed assets and intangible assets and liabilities and short-term operations related to property rights and summary theoretical framework for accounting concepts. The financial statements and the most important assumptions and principles that govern the preparation and presentation. Accounting for cash (Treasury and the World Bank) and adjustments associated - Accounting for notes receivable and adjustments associated - accounting for inventory and adjustments associated - accounting for short-term investments and adjustments related to the accounting for tangible and intangible assets and adjustments associated - accounting for fixed assets and adjustments related by - notebooks and diaries assistance.

**(0305321) Public Relations in Tourism: (3 CH)**

This course aims the concepts of public relations, goals, and methods, media and tourism message, and objectives and their components, and the role of media in various tourist activities, and the fields at home and abroad, and its definition are also the areas of Media Communication tourism, mass communication, public relations, methods, the modern and knowledge of the most important means of advertising in various tourism activities.

**(0305323) Museums of Management (3 CH)**

This course aims to presents the history of development of the museums, and the types of museums and their ratings. It also deals with the basic theories of science museums, the museum as one of the basic components of the tourism industry. The course focuses on how to document and display the collections in the museum ,the environment of the museum, and the role of the museum in the preservation of cultural heritage. The course focuses on the management skills of planning, organizing, directing and controlling the work of a private museum.

**(0305343) Management of Resort and Tourism Villages (3 CH)**

The course aims to identify the concept and how to manage tourist villages and hotel resorts from the beginning of the development of the idea and study the economic feasibility of the project, planning and development and the development, organization and operation and employment, finance, marketing and the study of target markets and time-sharing and the study of environmental factors and decision-making and exploitation of resources as required.

**(0305344) Jordanian folklore (3 CH)**

The course focuses on the habits and traditions of Jordanian society, in terms of the historical origins and evolution, and the transformations that have occurred in it, and also

discusses the diversity of customs, traditions and relationship customs ,traditions in the system and social behavior in the Jordanian society.

**(0305347) Tourism Transport Management (3 CH)**

The course aims to the foundations of tourists transport management, and clarify the concept of tourist transport and various means of, and the statement of the international tourist transport and tourist internal International Airlines regular types, charter flights and its role in international tourism support, the statement Aviation wages in terms of calculation and deductions mechanisms, the most important terms used air transport in addition to illustrate the importance of overland tourist transport including addition of international trains in terms of the most equipped tourist bus specification for long journeys, and maritime transport as covered by the sea and river tourist vessels and means of internal moving, transport operators and internal services in tourist countries, cargo operations and customs clearance.

**(0305351) Tourism Communication Skills (3 CH) Prerequisite 0305251**

The course aims to introduces the process and means of communication, and oral and written skills of communication, and methods of dealing with different nationalities and cultures, art communication and presentation, the art of eating foods and drinks. It also deals with the development of personal skills between individuals and groups, team building and customer care in the tourism industry, and how the needs of organizations of varying response to customers.

**(0305424) Religious Tourism (3 CH)**

This course aims to introduce the religious tourism at the level of the Christian and Muslim world as well as the most important religious tourist sites in Jordan, such as the bathtub, and the tombs of companions and Mount Nebo, and focus on religious tourism, and its importance path and its impact on the economies of the countries. As well as the most important religious and tourist sites authentic worldwide.

**(0305425) Anthropology of Tourism (3 CH)**

This course seeks to provide primary keys that enable the student to understand the basic components of the culture of the Jordanians and the community, as will be presented specifically envisions Msheia of the constituent elements of the modalities live Jordanians, through the presentation of economic organization and patterns of nomadic and agricultural and civic life, and elements of the political organization and ecological, religious and linguistic.

**(0305431) Tourism Media (3 CH)**

The course aims study the definitions of the concept and the nature of the media and advertising tourism, and technical aspects of the announcement and media tourism, and functions of tourism information, goals tourism advertising, Advertising & Media study advertising cases in the field of tourism ,study of the strengths and weaknesses of tourism announcement, media and advertising campaigns, media planning in the field of tourism and hotels, media and tourism and hotel.

**(0305433) Planning and Tourism Development (3 CH) Prerequisite 0305101**

The concept and the types of tourism planning, design tourist plans and implementation, planning development relationship, the definition of development, development and applications in the field of tourism theories, types of tourism development and the state's role in encouraging sustainable tourism development, the experiences of selected models in the development and planning of tourism in the developed countries and third world countries.

**(0305443) Sustainable Tourism (3 CH) Prerequisite 0305101**

The aim of this course to know the concept of sustainability and its elements and its components, and the role of public and private organizations and the local community, civil society and others in sustainable tourism development, and sheds light on the strategies used for their implementation, and evaluation, and the importance of the integration and involvement of local communities in tourist activity, and the need to preserve the tourism potential of future generations and the balance between economic, social, cultural and environmental tourism organization goals.  
Support Requirements.

**Supporting Requirements :( 9 Credits hour)**

**(0305350) laws and legislations Tourism - (3 CH)**

This course involves the student's definition of laws and regulations tourist in Jordan and at the global level as well as familiarization tour companies of different types and its responsibilities and rights of partners as well as the definition of the legal framework of tourist activity, as well as touched upon some of the principles of commercial law relating to tourism activities from him.

**(0106231) Principles of Statistics – (3 CH)**

This course aims to introduce students to various statistical methods which deals with the definition of statistics, descriptive statistics and deductive, statistical research (target identification, data collection and information) samples and methods chosen, measures of central tendency (arithmetic mean, token, the mediator) measures of dispersion (range, deviation, the relative dispersion) possibilities and applications, statistical estimation, statistical hypotheses, correlation and regression tests and analysis, analysis of variance).

**(0303171) Microeconomics: (3CH)**

This course aims to Introduction the Economics, its affiliates, its development and its relationship with other sciences, research in the problem of scarcity and the curve of potential production, study the market and balance supply and demand and justification for the imposition of the floor price and ceiling price reached by the government and their results, consumer behavior and to maximize the benefit and derivation of demand, production and cost curve and maximize profits and derive the supply curve , full market competition and monopoly markets and the most important differences between the two, the factors of production markets.